



ENGLAND'S GREAT WEST WAY®

Great West Way Connections

Virtual Meeting Tuesday 25 February 2025, 3pm

Meeting Notes

ATTENDEES:

Flo Wallace	Great West Way
Steven Core	VoltShare
Sarah-Jayne Beasley	Blenheim Palace
David Andrews	Great West Way
James Sullivan-Tailyour	The Old Bell Inn
Cllr Lesley Wood	Malmesbury Town
Hannah Paye	Salisbury Cathedral
Charlotte Clifforth	Bombay Sapphire Distillery
Kim Hallett	Henley Upon Thames
Nat McConnell	Bluestone
Rebecca Leuw	Strawberry Hill House
Chris Harris	House of Frankenstein
Elaine Falconer	The Milford Hall Hotel
Katie Brown	VisitWiltshire
Ruth Newell	National Trust Bath Assembly Rooms
Lucy Grier	Brunel's SS Great Britain
Steve Edmed	New Forest Cycling Tours
Jon Chamberlain	Visit West
Anna-Karin Hanson	English Heritage
Kimberley Laing	Royal Collection Trust
Chris Trolley	Royal Horticultural Society
Joella Ronchetti	Visit West
William Davy	In & Beyond Bath
Anna Jones	Museums Partnership Reading
Andrew Bateman	Visit Hampshire/HCC
Sharon Thomas	Corsham TC/Visit Corsham
Carla Brooks	Brooks Guesthouse Bristol
Kate Milicia	The Old Bell Hotel
Ann Wilson	Historic Royal Palaces
Carey Tesler	Parade House Enterprises

1. Welcome / Introduction /How's Business

There were similar reports from attractions and accommodation providers for trade visits as follows:

- Christmas delivered strong visitors numbers primarily up on 2023.
- In January attractions reported trade visits were up on previous years, many busier than expected, with only one city based accommodation provider reporting losses in January.
- February and in particular Feb half term has not delivered numbers with attractions and accommodation providers reporting numbers and revenue down for trade business. It was also reported that there has been an increase in trade cancellations for this month.

Businesses and destinations reported good numbers of forward bookings from the trade from April 2025 onwards.

2. Increasing Revenue with EV Charging at Tourism Businesses

Steve Core from VoltShare presented to the group. His presentation can be seen [here](#).

Grant funding may be available for businesses, but this funding application deadline is 31 March, with a 6-month window to purchase hardware. The link to the OZEV voucher is <https://www.find-government-grants.service.gov.uk/grants/workplace-charging-scheme-2>

Please get in touch with Steve Core if you are interested to find out more about how VoltShare can help with your EV requirements.

Steven Core

Head of Business Development

VoltShare

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3. Great West Way Travel Trade Update

Please see [Great West Way Activity Update October 2024 – February 2025](#) where you can see the [Tactical Activity Plan 2025/2026](#), links to new bookable programmes, details of events we've recently attended etc.

In addition, Great West Way will be represented in a targeted webinar programme in conjunction with VisitBritain USA, being delivered to USA agents and sales teams from a range of North American tour operators.

There are a couple of fam visits in the pipeline, one for an Italian operator in May and one for a number of agents from a North American in-market tour operator. We will be reaching out to a number of Ambassadors regarding these in due course.

ACTION: If you are an accommodation provider or transport/guiding company and you're interested in hosting these visits please get in touch with Flo.

a. Priorities 2025:

- Continue programme of trade engagement to embed Ambassador product/ destinations in new and existing programmes for 2025/2026 and beyond.
- Reviewing and developing existing and new Travel Trade Collateral eg. Travel Trade directory, newsletters etc.
- Attending key trade events eg. BTTS (March 2025), Group Leisure (Oct 2025), Marketplace (Oct 2025) BIM (Jan 2026).

b. Forthcoming Opportunities:

Great West Way can support your trade strategy by offering opportunities advice and distribution of your trade messaging. Opportunities include:

- Travel Trade Directory advertising and editorial – summer 2025
- Trade Newsletter inclusions – March, Summer and Autumn 2025
- Stand Sharing and Literature distribution at trade shows - March and October 2025
- Supplier trade engagement and support – ongoing.

Please check out the [2025/2026 Travel Trade Opportunities](#).

ACTION: Please tell us your trade news for the above. We are looking for new trade product news, new specialist tours, new VIP/luxury offers, anniversaries and themes for 2026? Contact Flo if you would like to discuss or book any of the 2025/2026 Travel Trade Opportunities.

4. Media Discovery Visit - Meet the Media Event Opportunity

**LAST CHANCE TO BOOK - Great West Way Media Discovery Meet the Media Event
Sunday 23 & Monday 24 March 2025**

With 40+ national and international travel media attending, this event is a fantastic opportunity to make good new media contacts, and to secure great PR coverage for your business.

During 1:1 pre-scheduled meetings and networking opportunities, you'll engage directly with journalists, editors, influencers and content creators, fostering connections that will lead to positive press coverage and increased exposure.

ACTION - Take a look at the [Event Schedule](#), [attendee list](#) and [Register today](#). Booking deadline Fri 28 February 2025.

5. AOB

ACTION: If you are working on an international trade strategy please get in touch with Flo so we can cross sell the Great West Way with multiple products/destinations to help international in-market tour operators plan future itineraries covering a wider geography.

Date of next meeting

Date of Next Meeting – date tbc.